

Weller & Sweeney  
Service

1921

# Better Business Service

BOOKLETS, PAMPHLETS, CIRCULAR LETTERS  
HOUSE ORGANS, CATALOGUES AND  
GENERAL PUBLICITY

25 WEST 42ND STREET

NEW YORK

TELEPHONE VANDERBILT 5685

Nov. 18, 1921

American Numismatic Society,  
New York.

Gentlemen:-

Nothing better serves the purposes of cementing together the interests of the parts of an organization - and increasing its membership - than a publication. It need not be an expensive one, so long as it is well edited, snappy and carries the personal, human interest appeal.

We can get out such a publication for you at a minimum cost. We have a staff of editorial men who are experts at this sort of work. Furthermore, we know where to get such a publication printed at a very low cost.

For example, we have recently estimated as follows on two association papers:

	No. 1	No. 2
No. of Pages	16	8
Size of page	8½ x 5½	11 x 8½
No. of copies	2,500	2,000
Total cost, including editorial work, printing, binding, paper, etc.	\$95.00	\$100.00
For each additional 1,000	\$15.00	\$15.00

We can get out a publication similar to either of the above for you. Drop us a line--or phone us--and our representative will call to talk this matter over with you.

Very truly yours,

BETTER BUSINESS SERVICE.

*Albert R. Kates*

November 18th, 1921

Better Business Service  
25 West 42nd Street  
New York City

Attention - Mr. Albert K. Kates

Gentlemen:

We have your favour of November 18th.

Under separate cover, we are sending you  
a copy of our Proceedings and desire to  
know if you could handle the printing of  
a similar edition which we expect to pub-  
lish shortly. If your firm is in a posi-  
tion to undertake such work, we should be  
glad to have your representative call here  
on Tuesday next about 10 o'clock, bringing  
with him samples of work done by the Better  
Business Service.

Very truly yours,

AMERICAN NUMISMATIC SOCIETY

Publication Dept.